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Amendments to the claims

1.   (Currently Amended) A system for identifying and processing satellite based television usage and navigational data comprising:

means for generating informative scenes <u>related to advertising information</u>, said scenes transmitted <u>along with a televised broadcast</u> in satellite broadcasts;

means for identifying each discrete scene;

means for displaying said <u>televised broadcast and said informative</u> scenes on a viewing device located at a user location;

<u>means for allowing the user to selectively review said informative scenes while viewing the televised broadcast and to transition from a first informative scene to a subsequent informative scene;</u>

means for determining when a user transitions from a <u>said</u> first informative scene to a <u>said</u> subsequent informative scene <u>while viewing the televised broadcast</u>;

means recording the identity of each ~~the~~ <u>informative</u> scene being viewed by the user and the time of day and duration of said viewing at the time of said user transition, thereby creating a navigational log record; and

means for storing said navigational log record in a memory storage device, ~~wherein said means for storing said navigational log record includes means for temporarily storing said log record in a temporary memory storage device and means for transmitting the contents of said temporary memory storage device to a permanent memory storage device~~; and

means for periodically transmitting said navigational log record stored in said ~~permanent~~ memory storage device to a remote processing location, ~~wherein said transmitting means is via a wireless data transfer~~.

2.   (Currently Amended) The system of claim 1 further comprising <u>a user integrated receiver/decoder (IRD) that receives the satellite broadcasts and distributes the television broadcast and selected informational scenes to the display means, said IRD having an</u>

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identification number that is uniquely associated with a particular user and geographic location, wherein said IRD identification number is included in the navigational log record, said remote data processing center matching the IRD identification number to the particular user to associate a particular geographic location with said navigational log record ~~means for determining the geographical location of the user viewing said scene~~.

3.   (Cancelled)

4.   (Currently Amended) The system of claim 1 wherein said ~~permanent~~ memory storage device is comprised of FLASH memory.

5.   (Cancelled)

6.   (Previously Presented) The system of claim 1 wherein said transmitting means is a modem.

7.   (Cancelled)

8.   (Currently Amended) The system of claim 1 wherein said means for storing said navigational log record includes means for temporarily storing said log record in a temporary memory storage device and means for transmitting the contents of said temporary memory storage device to a permanent memory storage device, said means for temporarily storing said navigational log record includes means for determining if a scene's navigational log record has already been recorded, means for determining if the capacity of said permanent memory device has been reached. and means for reallocating, if necessary, an array of stored informative scene identities to create space for an additional navigational log record.

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9.   (Currently Amended) The system of claim 1 wherein said means for transmitting the contents of said ~~temporary~~ memory storage device occurs at a predetermined time.

10.   (Currently Amended) The system of claim 1 wherein <u>said means for storing said navigational log record includes means for temporarily storing said log record in a temporary memory storage device and means for transmitting the contents of said temporary memory storage device to a permanent memory storage device,</u> said means for transmitting the contents of said temporary memory storage device includes means for opening an index and database file in said permanent memory storage device, means for determining a next available write location in said database file, and means for writing each entry in said navigational log record into said database file.

11.   (Previously Presented) The system of claim 9 further comprising means for recording the latest recorded navigational log record into a database file even when the storage capacity of said permanent memory storage device has been attained.

12.   (Currently Amended) A method for identifying and processing satellite based television usage and navigational data, said method comprising the steps of:

generating informative scenes <u>related to advertising information,</u> said scenes transmitted <u>along with a televised broadcast</u> in satellite broadcasts;

<u>selectively</u> displaying said <u>informative</u> scenes <u>while displaying the televised broadcast</u> on a viewing device located at a user location;

determining when a user transitions from a first informative scene to a subsequent informative scene <u>while viewing the televised broadcast;</u>

identifying each discrete scene being viewed by the user and the time of day and duration of said viewing at the time of said user transition, thereby creating a navigational log record;

storing said navigational log record in a memory storage device, ~~wherein said step of~~

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~~storing said navigational log record includes temporarily storing said log record in a temporary memory storage device and transmitting the contents of said temporary memory storage device to a permanent memory storage device~~; and

periodically transmitting said navigational log record stored in said ~~permanent~~ memory storage device to a remote processing location, ~~wherein the step of transmitting said navigational log record to said remote processing center is via wireless data transfer~~.

13.   (Currently Amended) The method of claim 12 further comprising <u>decoding the satellite broadcast with user integrated receiver/decoder (IRD) having an identification number that is uniquely associated with a particular user and geographic location, wherein said IRD identification number is included in the navigational log record, said remote data processing center matching the IRD identification number to the particular user to associate a particular geographic location with said navigational log record</u> ~~the step of determining the geographical location of the user viewing said scene~~.

14.   (Cancelled)

15.   (Currently Amended) The method of claim 12 wherein said ~~permanent~~ memory storage device is comprised of FLASH memory.

16.   (Cancelled)

17.   (Previously Presented) The method of claim 12 wherein the step of transmitting said navigational log record to said remote processing center is via a modem.

18.   (Cancelled)

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19.   (Currently Amended) The method of claim 12, wherein said step of storing said navigation log record includes temporarily storing said log record in a temporary memory storage device and transmitting the contents of said temporary memory storage device to a permanent memory storage device, wherein the step of temporarily storing said navigational log record includes determining if a scene's navigational log record has already been recorded, determining if the capacity of said permanent memory device has been reached, and reallocating an array of stored informative scene identities to create space for an additional navigational log record.

20.   (Currently Amended) The method of claim 12 wherein the step of transmitting the contents of said ~~temporary~~ memory storage device occurs at a predetermined time.

21.   (Currently Amended) The method of claim 12, wherein said step of storing said navigation log record includes temporarily storing said log record in a temporary memory storage device and transmitting the contents of said temporary memory storage device to a permanent memory storage device, wherein the step of transmitting the contents of said temporary storage device includes opening an index and database file in said permanent memory storage device, determining a next available write location in said database file, and writing each entry in said navigational log record into said database file.

22.   (Original) The method of claim 21 further comprising the step of recording the latest recorded navigational log record into said database file even when the storage capacity of said permanent memory storage device has been attained.

23.   (Currently Amended) A satellite-based communications network for identifying and processing satellite based television usage and navigational data comprising:

        a broadcast center for broadcasting information;

        one or more communication satellites for receiving said broadcast information;

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user receiving means situated within said satellite's coverage area to receive said broadcast information, said user receiving means having an identification number that is uniquely associated with a particular user and geographic location;

a viewing device connected to said user receiving means;

video image selection means for providing a user with a means of transitioning from one informative scene to a subsequent informative scene, wherein said video image comprises said broadcast information; and

means for compiling user navigational data, wherein said navigational data includes the identification of the scene being viewed, the time the user is viewing said scene, the length of time of said viewing, and the identification number of the user receiving means location of the user viewing said scene; and

means for periodically transmitting said stored navigational log record to a remote processing location via a wireless data transfer, said remote processing location matching the identification number of the receiving means to the particular user to associate the user's geographic location with the user's navigational log record.

24.   (Cancelled)

25.   (Currently Amended) A computer program stored in a computer readable medium, embodying instructions to perform a method of tracking satellite-based television usage characteristics, said method comprising the steps of:

determining when a user transitions from a first informative scene being displayed on a user's viewing device to a subsequent informative scene displayed upon said viewing device while concurrently viewing a televised broadcast upon said viewing device, wherein said scenes comprise advertising information transmitted along with the televised broadcast in satellite television broadcasts;

identifying the informative scene being viewed by the user and the time of day and

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duration of said viewing at the time of said user transition, thereby creating a navigational log record; ~~and~~

storing said navigational log record, where said computer program labels the log record as a PAGEHIT in a memory storage device, ~~wherein said step of storing said navigational log record includes temporarily storing said log record in a temporary memory storage device and utilizing a subroutine, FLUSHLOG, to transmit the contents of said temporary memory storage device to a permanent memory storage device~~; and

periodically transmitting said navigational log record stored in said ~~permanent~~ memory storage device to a remote processing location, ~~wherein the step of transmitting said navigational log record to said remote processing center is via wireless data transfer~~.

26.   (Currently Amended) The method of claim 25 further comprising the step of ~~determining~~ inserting an identifier in the navigation log record that uniquely identifies the geographical location of the user viewing said scene.

27.   (Cancelled)

28.   (Currently Amended) The method of claim 25 wherein said ~~permanent~~ memory storage device is comprised of FLASH memory.

29.   (Cancelled)

30.   (Currently Amended) The method of claim ~~29~~ 25 wherein the step of transmitting said navigational log record to said remote processing center is via a modem.

31.   (Cancelled)

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    32.   (Cancelled)

    33.   (Previously Presented) The method of claim 25 wherein the step of transmitting
the contents of said temporary memory storage device occurs at a predetermined time.

    34.   (Cancelled)

    35.   (Cancelled)